

ABSTRACT OF THE DISCLOSURE

Methods of marketing educational services which include the electronic but essentially free form survey of candidates found in the data base of an educational institution. Metrics are established for survey responses and interest is assessed for attending the educational institutions. The methods include surveying by mail with an option to respond by e-mail, surveying entirely by e-mail, and surveying alternatively by mail/e-mail. Methods are also disclosed for stimulating interest including personalized invitations to attend events sponsored by the institution. Information provided by the candidate in response to any survey and/or any invitation is used to automatically update the data base and to customize and personalize further communications with each candidate.